
July 15, 2021

MEMBERS OF THE PARKS AND RECREATION COMMISSION

City of Long Beach
California

RECOMMENDATION:

Approve Special Event Permit Application #21-061 from the Long Beach City College Foundation, a domestic nonprofit corporation, to host a Jazz Festival, including the sale of food and merchandise at Scherer Park on August 28, 2021, with parameters determined by the Office of Special Events and Filming and the Department of Parks, Recreation and Marine and pay applicable fees. (District 8)

Or

Determine the proposed activity does not provide a sufficient overall public benefit and deny Special Event Permit Application #21-061 from Long Beach City College Foundation, a domestic nonprofit corporation, to host a Jazz Festival, including the sale of food and merchandise at Scherer Park on August 28, 2021. (District 8)

DISCUSSION

In accordance with Long Beach Municipal Code Section 5.60, special events that require the coordination of multiple Departments within the City of Long Beach (City) including Police, Fire, Public Works, Parks, Recreation and Marine and Health and Human Services, are facilitated through the City Manager's Office of Special Events and Filming (SEF) to provide coordination, seamless operation and oversight of a particular special event.

The Long Beach City College Foundation (LBCCF), a California domestic nonprofit corporation, submitted an SEF Application (Attachment A) to host a jazz festival at Scherer Park. The proposed event will occur from 12:00 p.m. to 8:00 p.m. on Saturday, August 28, 2021, where a maximum of 1,500 people are expected to attend.

As the Parks and Recreation Commission (Commission) has exclusive authority over leisure activities of a recreational nature in City parks, the Parks, Recreation and Marine Department (Department) and SEF have implemented a process to seek approval or denial of applications for special events in City parks or other areas operated by the Department.

If the Event is approved by the Commission, the Permit would include the following key points:

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- Date, location and time: The footprint of the concert will be Scherer Park, in the open area between the tennis and basketball courts and the Gayle Carter Uptown Dog Park (Attachment B). Set up for the event will commence on Friday, August 27, 2021 from 12 p.m. until 7 p.m. LBCCF has procured an authorized security company that will be in place to secure equipment overnight. The Event will take place on Saturday, August 28, 2021, from 11 a.m. to 8:00 p.m. Tear-down for the event will be completed by 10:00 p.m. on August 28, 2021.
- Parking: Attendees are encouraged to ride share and fliers will be distributed to the surrounding neighborhood to encourage walking. The public parking lot between Elm and Pasadena Avenue will be used for food truck and artist parking. The public parking lot located on Long Beach Boulevard will be used for first come, first served parking for attendees. There will be no charge for parking for people who attend the event.
- Admission: There is no admission fee for the event. The event is a public event.
- Fees: In addition to any fees charged by SEF, the LBCCF will be charged for a \$400 Permit to Gather, and \$350 for Special Use fees and will be required to reimburse the Department for any staff time incurred by the Department or SEF, at a rate of \$30 per hour, per employee. All Department fees listed have been approved by the Commission.
- Music: Different performers will play from 11:00 a.m. – 8:00 p.m. All local noise ordinances will be followed.
- Trash and Porta Potties: Trash receptacles will be supplied and placed by the LBCCF. All trash will be collected throughout the event and disposed of, off site, by the California Conservation Corps. Porta potties and hand washing stations will be provided and maintained by the vendor and LBCCF.
- Damage and Security Deposit: The LBCCF will submit a Security Deposit of \$375 to SEF. The Department will have until September 30, 2021 to identify any damage to the event area and the cost to make needed repairs will be deducted from the Security Deposit or paid by the LBCCF.
- Insurance: The LBCCF shall purchase and maintain all applicable insurance and endorsements, as required and approved by the City's Risk Manager.
- Laws and Other Permits: The LBCCF shall apply, pay for, and follow all applicable local, regional, state and federal laws, codes, regulations, requirements, and health orders.
- No Alcohol will be served at this event: Alcohol will not be permitted or served during this event.

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FISCAL IMPACT

If the proposed concert is approved as proposed, the Department will receive \$750 in rental fees and an as-yet-to-be-determined amount of staff reimbursement charges which will all accrue to the General Fund (GP) in the Department of Parks, Recreation and Marine (PR).

SUGGESTED ACTION:

Approve one of the recommended actions.

Respectfully Submitted,



GLADYS KAISER
MANAGER
COMMUNITY RECREATION SERVICES

APPROVED:



BRENT DENNIS
DIRECTOR

BD:MM:GK:VHD

ATTACHMENT A – Application
ATTACHMENT B – Site Map

#21-061

Special Event Application

General Event Information

Event Name:	The 8th District Jazz Festival: Jazz Out Loud hosted by Bubba Jackson		
Event Dates:	8/28/2021	Event Daily Operating Hours:	12 noon - 8:00pm
Event Set Up Date:	8/28/2021	Event Setup Time:	6:00 - 11:00am
Event Move Out Date:	8/29/2021	Event Move Out Time:	8:00 - 9:45pm
Event Location:	Scherer Park		

Event Contact Information (Please provide a street address for each contact, P.O. Boxes are not acceptable)

Event Organizer

Name:	Matt Guardabascio	Organization:	The Long Beach City College Foundation		
Street Address:	4901 E. Carson Street, B12				
City:	Long Beach	State:	CA	Zip Code:	90808
Office Phone #:	562-938-4304	Cell Phone #:	562-725-5689	Fax Phone #:	
Email:	mguardabascio@lbcc.edu				

Event Co-Organizer or Professional Event Planner

Name:	Debra Peterson	Organization:	The Long Beach City College Foundation		
Street Address:	4082 Del Mar Avenue		Email:	debrapeterson18@gmail.com	
City:	Long Beach	State:	CA	Zip Code:	90807
Office Phone #:		Cell Phone #:	323-395-6247	Fax Phone #:	

Event Representation for Public Information/Media Contact

Name:	Debra Peterson				
Primary Phone #:	323-395-6247	Secondary Phone #:			
Email:	debrapeterson18@gmail.com		Event Website:	jazzoutloud.com	

Event Organizer Tax Status

<input type="radio"/> For Profit Organizer	<input checked="" type="radio"/> Non-Profit Organizer with EIR Number, (please attach IRS forms)
Non-Profit Name:	The Long Beach City College Foundation
Street Address:	4901 E. Carson Street, B12
City:	Long Beach
State:	CA
Zip Code:	90807
Organization Website:	www.lbcc.edu/foundation

Event Description

Please use the space provided below to provide a detailed description of the purpose and activities included in your event. You may attach additional pages to this document if needed.

The 8th District Jazz Festival will present Jazz Out Loud hosted by Bubba Jackson, KJAZZ radio DJ. The Festival will be a family-friendly event in celebration of the Grand Reopening of the businesses in the 8th District. The goal of the festival is to provide 8th District businesses to The headliner will be Jazz pianist, composer and producer, David Benoit.

Event Attendance Information

Total Attendance per Day:	1,000+	Total Participants @ Event:	1,000+	Total Staff/Volunteers @ Event:	50
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Event Admissions Information

Will fees for admission, entry, vendor or visitor participation be required? ☐ Yes ☒ No

If yes, you must attach a copy of your **Admission and Re-entry Policy** as well as corresponding **Admission Rates**.

If no, please check the box that best describes your plan: ☒ Free & Open to the Public ☐ Private Event, Invitation Only

Event Activity and Program Schedule Information

The Event Organizer shall provide a detailed description of their programmed activities within the venue. This includes providing the City with a daily schedule for each area where activities or entertainment will be programmed. The schedule should include the names of the talent/entertainment, the time they perform, timing for sound checks, etc. Please describe the sound equipment as well as any lighting packages that are included in the production. The event organizer shall attach a copy of the activity and program plan to this document.

General Description of Event, Programs, or Activities (Check All Boxes That Apply)

<input type="checkbox"/>	Athletic/Recreational	<input checked="" type="checkbox"/>	Festival/Celebration	<input type="checkbox"/>	Fireworks, Pyrotechnics, Black Powder
<input type="checkbox"/>	Art Exhibit/Display	<input type="checkbox"/>	Parade	<input type="checkbox"/>	Farmer/Craft Market
<input checked="" type="checkbox"/>	Concert/Performance	<input type="checkbox"/>	Information/Exhibits	<input checked="" type="checkbox"/>	Outdoor Market
<input type="checkbox"/>	Alcohol Service and/or Sampling	<input type="checkbox"/>	Theatre Performance	<input type="checkbox"/>	Aquatics/Boating
<input type="checkbox"/>	Carnival/Circus	<input type="checkbox"/>	Fun Run/Walk/Ride	<input type="checkbox"/>	

Please attach a copy of the **Activity and Program Plan** to this document.

Event Specialized Program Information

If the Event Organizer's Program includes any of the activities listed below, a detailed description of these activities shall be included in the program schedule attached to this document.

- Massage demonstrations or services;
- Fire performers/dancers;
- Tattoo or piercing demonstrations or services;
- Casino games/drawings;
- Parachute teams;
- Racing or racing demonstrations; or
- Aircraft

Event Route Information

Is this event a Parade, Run, Walk, Bike Tour, etc?

☐

Yes

☐

No

If your event is a parade, walk, fun run, bike ride, or other activity with a specific route or competition area, you must provide a map of your route and describe the route. The plan should include information on where you will start and finish the event, staging areas, competition areas, loading zones, step off location, disbanding areas, etc. You must attach the **Event Route Plan** to this document.

Event Site Plan Information

The Event Organizer shall provide a detailed drawing of the site plan. The site plan shows the placement of temporary structures and equipment on public property and/or rights of way. The following information is required on your site plan. Please show:

- The perimeter of the entire venue, include the names of all adjacent streets or areas that are part of the venue; show all street closures and/or lane closures associated with the site plan;
- The location of fences, barricades and barriers,
- The access and egress points for the venue,
- The access and egress points for tents and structures within the venue,
- The 20 foot wide fire lane (emergency access) through out the venue,
- The locations of all stages, platforms, bleachers, grandstands, canopies, tents, portable toilets, trash containers, or any other temporary structure,
- The dimensions or size of the equipment and structures within the site plan,
- The cooking areas to be used for the event, show the locations of food trucks or carts,
- The location of all alcohol points of sale (beer gardens or free flow plan, points of sale, etc.),
- The location of First Aid and Emergency Service Coordination Staff,
- The location of power sources or generators, show the distribution of power within the venue,
- The locations of carnival rides, games, live animals, inflatables, or similar equipment,
- The location of any/all fuel stations, show the location of propane tanks, natural gas lines, black powder storage, and pyrotechnics locations,
- The locations of parking for public, vendors and VIP's, show where trailers or large trucks will be stored, and
- The location of "free speech" zone, etc...

Please attach the **Event Site Plan** to this document.

Event Parking Information

Total Guest Parking Demand:	20	Total Vendor/VIP Parking Demand:	100
Guest Parking Locations:	TBD		
Vendor/Staff/VIP Parking Locations:	TBD		

Event Traffic Management Information

Street closures, lane closures, traffic detours, traffic directional signage, temporary no parking locations, times and signs, or other tasks requiring traffic safety equipment, you must use one of the many city approved contractors. The plans used by the contractors must be approved by the City of Long Beach prior to the permit being issued.

You must attach a copy of your **Traffic Management and Parking Plan** to this document.

Event Site Services Information (Custodial Services, Comfort Stations, Waste & Recycling Management, Street Sweeping, etc...)

The Event Organizer must maintain a safe, clean and accessible environment for the event attendees. Please see the Special Event Planning Guide for additional information. Describe your plan to provide custodial services, comfort stations, refuse collections and removal, recycling services, etc...

The Event Organizers plan to work with the California Conservation Corp to provide custodial services throughout the event. In addition, we will work with Waste and Porta Potty management companies to provide a clean and safe environment.

Event First Aid, Medical Services and Emergency Management Plans

The organizer is responsible for the safety and well being of the guest at their event. Please describe the plan to provide First Aid, Medical Services and Emergency Management should they be needed. Include staffing levels and staff assignments. Please use the space below to describe how you will provided these services. You may attach an additional document if necessary.

The Event Organizers will hire a certified individual to plan the set up for emergency aid and medical services. A small team of nurses are scheduled to serve as vounteers.

Crowd Management and Venue Security (Venue Access, Event Staff, Security Staff, etc...)

Download the Security Plan Worksheet. Please provide a detailed plan for venue and security management with the application. Required information must include a "dot map" showing the location of security staff and their assignments. The Office of Special Events cannot approve a permit unless we have received and approved a security plan at least three weeks before the planned event date.

Please attach the completed **Security Plan Worksheet** to this document.

Alcohol Control and Management Plans

- ☒ No alcoholic beverages will be sold, sampled or consumed at this event
- ☐ Yes, alcoholic beverages will be sold, sampled or consumed at this event

If you plan to sell, sample or consume alcoholic beverages at this event, you are required to obtain a permit from the State Department of Alcoholic Beverage Control (ABC). You must provide a copy of the security plan for alcohol service area. Download and complete the Security Plan Worksheet. The City of Long Beach Special Event permit will define where and how alcoholic beverages services will be allowed.

If "Yes" to above, please attach the completed **Security Plan Worksheet** to this document.

Concessions Management Plans

The organizer has the ability to provide food, services and merchandise to attendees at their event. The event organizer is responsible to ensure the vendors obtain the appropriate equipment, personnel and permits required to complete this assignment.

Food Concessions

Will the event organizer provide food and beverage concessions as part of the program?

- ☐ Yes, only to the participants in this event
- ☐ Yes, to the general public. You must identify the concessions areas on your site map. A list of the approved vendors is required.
- ☐ No food or beverages will be sold or provided at this event.

Merchandise Concessions

Will the event organizer provide merchandise or service concessions as part of the program?

- ☐ No merchandise or services concessions are included in this event
- ☐ Yes, merchandise or services concessions are included in this event. You must identify the concessions areas on your site map. A list of the approved vendors is required.

Live Animal Plans

Will the event organizer require live animals to be included in this programmed activity?

- ☒ No animals will be housed on site and no animals will be participating in this program
- ☐ Yes, you must attach a copy of your plan to house and care for these animals and obtain additional permits from Animal Control.

Insurance Requirements

An original Certificate of Insurance and the Additional Insured Endorsement must be submitted to the Office of Special Events and Filming thirty (30) days prior to the event. Copies of the certificates and/or endorsements can be submitted with this application. Links: **Insurance Guidelines webpage**, **General Liability Endorsement Form**

Please attach copies of any certificates and/or endorsements to this document.

Event Organizer Requirements

Special Event permit requirements are based on Long Beach Municipal Code Section 5.60. The City of Long Beach requires the signature(s) of the party/parties who will be held responsible for the payment of any City services and/or fees. The applicants and, if applicable, the professional event organizer must complete and submit this application. In order to complete the Special Event application, payment must be mailed within ten (10) business days from online submittal to the following address:

City of Long Beach
Special Events and Filming
211 E. Ocean Blvd., 410
Long Beach, CA 90802

The Applicant and/or Event Organizer are individuals authorized to make operating decisions, and negotiate the terms and conditions for city services for the producer. These people are responsible for the payment of any expenses generated by the City of Long Beach to support or oversee the event. Any notice, demand, request, consent, approval, or communication that the City desires, or is required to give to the event organizers or producer shall be addressed to the individuals listed in this document.

Statement of Affidavit

I certify that the information contained in the foregoing application is true and correct to the best of my knowledge and belief; that I have read, understand and agree to abide by the rules and regulations governing the proposed Special Event under Long Beach Municipal Code, and I understand that this application is made subject to the rules and regulations established by the City Council and/or the City Manager or the City Manager's designee. Applicant agrees to comply with all other requirements of the City, County, State, Federal Government, and any other applicable entity which may pertain to the use of the Event venue and the conduct of the Event. In the event that a possessory interest subject to property taxation is created by virtue of this use permit, I agree to pay all possessory interest taxes and the City shall not be liable for the payment of such taxes. I further agree that the payment of any such taxes shall not reduce any consideration paid to the City pursuant to this use permit. I agree to abide by these rules, and further certify that I, on behalf of the Host Organization, am also authorized to commit that organization, and therefore agree to be financially responsible for any costs and fees that may be incurred by or on behalf of the Event to the City of Long Beach.



I understand that I must comply with the event requirements provided by the City of Long Beach and in the Special Event Planning Guide Terms and Conditions.

Event Organizer Signature:

Event Co-Organizer Signature:

Please remember to attach the following documents as applicable:

- Admission and Re-entry Policy
- Admission Rates
- Activity & Program Plan
- Program Schedule
- Event Route Plan
- Event Site Plan
- Traffic Management Parking Plan
- Security Plan Worksheet
- Copies of any Certificate of Insurance and/or Additional Insured endorsements

An aerial photograph of Schaner Park in Long Beach, California, with various event areas labeled. The labels include: "Stage" (a large rectangular area on the left), "VIP" (a small rectangular area below Stage), "food trucks" (a rectangular area to the right of VIP), "Kid act vtes" (a rectangular area to the right of food trucks), "vendors" (a circular area with five white dots in the center, located between food trucks and Kid act vtes), "ech" (a small rectangular area below Stage), "Tolbert Ave" (a street running horizontally across the top), "East St" (a street running vertically on the right), "Long Beach Blvd" (a street running horizontally across the bottom), "Schaner Park Apartment" (a building on the left), "Wayside Water & RV park" (a parking area on the left), "Schaner Park" (the main park area), "Long Beach" (the city name at the bottom right), and "Long Beach Blvd" (the street name at the bottom right).